Sustainable Economic Development Advisory Committee (SEDAC)
Minutes
January 11, 2007, 8:30 AM
Office of Economic Development

Members present: Becky Anderson, Ray Bailey, Gene Bell, Robin Cape, Jack Cecil, Patti Glazer, Jacqueline Grant, Kimberly Hodges, Carol King, David McConville, Brian Moore, Frank Taylor, Chuck Tessier, Bruce Tompkins, Pam Turner, Laura Webb

Members absent: Lewis Lankford, Matthew Raker, Pat Whalen

Staff: Jonathan Feldman, Jason Mann, Blake Esselstyn, Brenda Mills, Stephanie Monson, Jan Moore, Sam Powers, Ed Vess

Guests: Ray Denny, Amy Merritt

Quorum: A quorum was present.

Minutes
The minutes of the December 14, 2006 meeting were presented. Mr. Moore moved for approval, Mr. Cecil seconded and it carried unanimously.

Development Mapper Program
Jonathan Feldman, Information Technology Director, presented some background on the development mapper program. The City Information Technology Department, the Planning Department, and the Office of Economic Development have worked together to develop a program that provides increased access and information on development activity to all stakeholders, including City staff, realtors, developers, design professionals, neighborhoods, the general public.

Jason Mann, GIS Coordinator for the City of Asheville, said the City hopes to go live with this mapping program by mid-February. He went into more details on the content and use of the program.

The Development Mapper is a subset of the larger GIS project which has been branded "Map Asheville". It covers the corporate limits of Asheville and its extraterritorial jurisdiction. It includes large scale developments which are Level 2 and Level 3 Projects. Level 2 and 3 Projects include residential and commercial developments over a certain size, all rezonings, and all conditional uses.

The baseline for inclusion of projects for Development Mapper will include projects from this point forward. Projects will stay in the system until a CO (Certificate of Occupancy) has been received. It will not include older projects that have already been through the system. Data will be current to the point of 1 day's delay. Aerials are provided by the County and coincide with property reevaluations and are done every 4 years. The 2006 aerial will be available this spring.

Development Mapper can be searched by region or by neighborhood. It can also be searched by owner name, by addresses, or PIN#. This addresses the concerns expressed by residents whose main question is "What is going on near me?"

Thru this program, stakeholders can find out what is happening in their area, look at the site plan, look at the staff report (which includes the staff contact name and phone number), and the status of review, i.e., has it been reviewed by the Planning and Zoning Commission, TRC, City Council.

It was agreed the end goal should be to have one combined system (City and County on one system) which includes the items the City wants included such as on-line development activity and the County wants included such as tax valuation. (I'm not sure that this was actually agreed upon as a goal though it was certainly raised as a potential item to consider).

Chairman Tessier suggested including links on the home page to such things as NEMAC and RENCI.

HUB Project Update
Mr. Cecil and Chairwoman Cape explained how the HUB Project is progressing. There has been dynamic conversation at the meetings, the subcommittees are meeting regularly, and the group as a whole understands the long range potential in the HUB.

The Executive Chairmanship rotates to a different subcommittee chair every 6 months. This helps them learn the basics of each subcommittee and will help with consensus building.

TopFloor Studios (SEDAC member Matthew Raker) is creating the website for the HUB Project.

Update of SEDAC Priorities/Asheville Agenda
At the December, 2006 meeting, Chairman Tessier had asked SEDAC members to consider the role of SEDAC as it works to establish an achievable, prioritized agenda for economic development that can be recommended to City Council. He had asked each SEDAC member to send him a list of their top five achievable goals. SEDAC members took time to brainstorm in the meeting and developed the following list of potential goals.

SEDAC's Brainstorming List
- Real life time Comprehensive Baseline/Education
    Global climate change
    Development demographics
    Economic realities of the poor in our communities

- Riverway Comprehensive Plan/Support
    Where does it begin

- TIF for districts
- Arts/Performing
- Neighborhood Improvements (infrastructure)
- Development incentives for live/workspace for the arts, workforce housing
- Public Private partnership – Public housing, workforce development
- Acquisition fund
- Enka Campus
- Community development corporation (longterm project management)
- Workforce development for all
    Opportunity
    Government input
- City land, what are we going to do with it
    Long term goals
- Consolidation of City/County services
    Collaboration

<u>SEDAC's Top Goals List</u>
From the brainstorming list, SEDAC members then identified a short list of achievable goals, the components each goal includes, and which group SEDAC feels should work on the goal. This recommendation will be submitted to City Council prior to their January 19th and 20th retreat.

TOP GOALS	COMPONENTS OF THE GOAL	WHO WILL WORK ON
Riverway (start)	Flood remediation Housing development-all affordable ranges Economic development Acquisition of property Transportation/roads/infrastructure	SEDAC New Flood Task Force RiverLink
Workforce/live-work housing	Arts	SEDAC
Jobs	Work force development Support for worker's families Health care opportunities Transportation	SEDAC HUB EDC TBD
Education	Urban living Global climate future reality Flood Issues Impact of poor/non-working on economy Demographic changes Visualization	SEDAC
Financing Tool Kit	Acquisition Fund TIF Public Private Development Incentives Consolidated efficiencies	SEDAC
Revised comprehensive downtown plan (environmental impact, infrastructure)	Update Define geographical districts Arts/performing	Downtown Commission
Core Services	Infrastructure/Basic Services	City Council and Staff (continuous)

Other Business/Announcements
Chairman Tessier stated that he would be working to correct the confusion on the terms of office. He asked the members with 1 year terms to let him know if they are interested in serving another term and noted that he would contact City Council to ask for an extension on the deadline for applications.

Adjourned: 10:05 a.m.

NEXT MEETING: Thursday, February 8, 2007 - 8:30 AM
                              Economic Development Office, 29 Haywood Street

Minutes prepared by: Jan Moore

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